

I wish to market three chess books I've written as a set. Can you direct me to good lists of media and other specialty organizations in this area?

Q: I am a chess instructor who has self-published and sold two chess primers at the elementary school level. Now I have completed a third chess book and I wish to market them as a set. Can you furnish me with reliable mailing list brokers who would have lists in the following areas: Lists For Elementary School: Teachers, Principals, Librarians and Gifted Specialists — And Chess Related Lists For: Chess Clubs, Chess Organizations, Chess Equipment Suppliers and Chess Newspaper Columnists?

For the education lists, I'd check with Market Data Retrieval at www.schooldata.com, or with Quality Education at www.qeddata.com. As for chess contacts in the press, I checked with several media list brokers, but they don't have separate chess contact listings. You might want to check with the Chess Journalists of America (CJA) to see what they'd recommend. Their website is: <http://correspondencechess.com/cja>.

Regarding your other chess list questions, I spoke with Traci Lee who handles lists for the U.S. Chess Federation, and she said they do rent lists of their members, which includes individuals and chess club contacts. For rental information, you can contact their list broker, Trinity Direct at 973-283-3600. The contact at Trinity is Gina Christenson, and she should be able to discuss cost and the specifics of selecting contacts. You can also check the U.S. Chess Federation website, www.uschess.org, for chess-related media links. 11:12/03